



# NW11 Property Market Update

May 2026 — Hampstead Garden Suburb, Golders Green & Temple Fortune

From the Arts and Crafts elegance of Hampstead Garden Suburb to the energy of Golders Green Road, NW11 blends grandeur with genuine community. The property market in May 2026 tells the story of a prime market finding its feet again — sellers recalibrating, buyers responding in growing numbers.

# Stock at Its Highest in Years

## 510 Homes for Sale

The highest figure in the period under review — up from 478 a year earlier and edging ahead of April's 508. Set against a longer average of 417, buyers are not short of choice.

## New Instructions Slowing

Just **68 new instructions** came to market in May, well down on the 81 of a year ago and a sharp retreat from April's busy 102, settling below the average of 76.

After a flurry of spring listings, sellers appear to have paused for breath — which should help the market digest the homes already available.



# The Pricing Picture

**£1.06M**

## Typical Guide Price

Lowest in the dataset, down ~5% from £1,115,775 a year ago and over 14% from April's £1,233,184.

**£752**

## Rate per Sq Ft

Down from £955 twelve months ago — a decline of over 20%, falling faster than the headline price.

**20%+**

## Rate Decline

When rate per foot falls faster than headline price, it often signals a shift in the mix of homes coming forward.

The sharper fall in price per square foot likely reflects larger family houses of the Suburb — which naturally carry lower values per foot — making up more of available stock, alongside genuine seller recalibration as prime buyers have grown more price conscious.



# Sales Agreed Are Rising

For all the softening in guide prices, the most encouraging signal lies in what is actually selling.

## **35 Sales Agreed**

Up from 30 a year ago and a striking jump from 25 in April — comfortably ahead of the average of 33.

## **Repricing Is Working**

In a market trading in small but high-value numbers, that uptick matters. It suggests the repricing of recent months is drawing buyers back to the table.

# Reading Agreed Prices Carefully

## A Word of Caution on Averages

The average asking price of properties going under offer was **£1,128,069** — dramatically lower than May 2025's £1,988,650. In a market agreeing only ~30 sales per month, a single trophy house can swing that average wildly. The year-on-year comparison says more about which homes happened to sell than any broad collapse in values.

## The Number to Watch

Rate per sq ft on agreed sales: **£756**

Down a more modest **6%** on the year, and actually **up slightly** on April's £745.

This speaks of a prime market easing gently, not falling away.



# Market Stability Indicators



## Price Reductions: 46

Easing from 48 a year ago and the busier 69 in April, though slightly above the average of 41.



## Withdrawals: 39

Down from 51 a year ago and below the average of 43 — fewer owners are losing patience.



## Fall-Throughs: 7

In line with the longer average of 6 and well down on April's 11 — deals being agreed are largely holding together.

# A Snapshot of the Data

Metric	May 2026	May 2025
Homes for Sale	510	478
New Instructions	68	81
Avg Guide Price	£1,057,631	£1,115,775
Guide Price per Sq Ft	£752	£955
Sales Agreed	35	30
Agreed Price per Sq Ft	£756	~£805
Price Reductions	46	48
Withdrawals	39	51
Fall-Throughs	7	—



# Why Buyers Should Take Notice

NW11 in May 2026 presents an unusually favourable window for buyers.

## Widest Choice in Years

510 homes available — from mansion flats and period conversions to grand detached houses in the Suburb.

## Softened Values & Room to Negotiate

Guide prices and values per foot have eased, and slowing new supply means listed homes are receiving proper attention.

## Exceptional Local Offer

Renowned schools including **Henrietta Barnett**, Golders Hill Park, the Heath extension, and the Northern line on the doorstep.



# The Lesson for Sellers

The market is rewarding realism.

## What Is Working

- Well-presented homes priced in tune with current sentiment are finding buyers
- The fall in withdrawals confirms patience and accurate pricing are paying off
- Deals struck are largely holding together — fall-throughs remain low

## What Is Not

- Sellers anchored to values from a year or two ago will find the going harder
- Overpriced stock is sitting — 46 price reductions in May alone
- The demand is unmistakably there for those willing to meet the market as it stands



# NW11: Quietly Rediscovering Its Rhythm

May 2026 leaves us with an NW11 market in transition — and in many ways a healthier one for it.

## Guide Prices Down

Sellers have recalibrated to meet a more price-conscious prime buyer.

## Activity Up

Sales agreed rising, withdrawals falling, and fall-throughs low — the market is moving.

## Buyers Returning

To one of London's most distinctive postcodes — space, schools, and a strong sense of place.

- ✔ For a corner of the capital that has always combined space, schools and a strong sense of place, this looks like a market quietly rediscovering its rhythm.